

Figure 1  
(Prior Art)

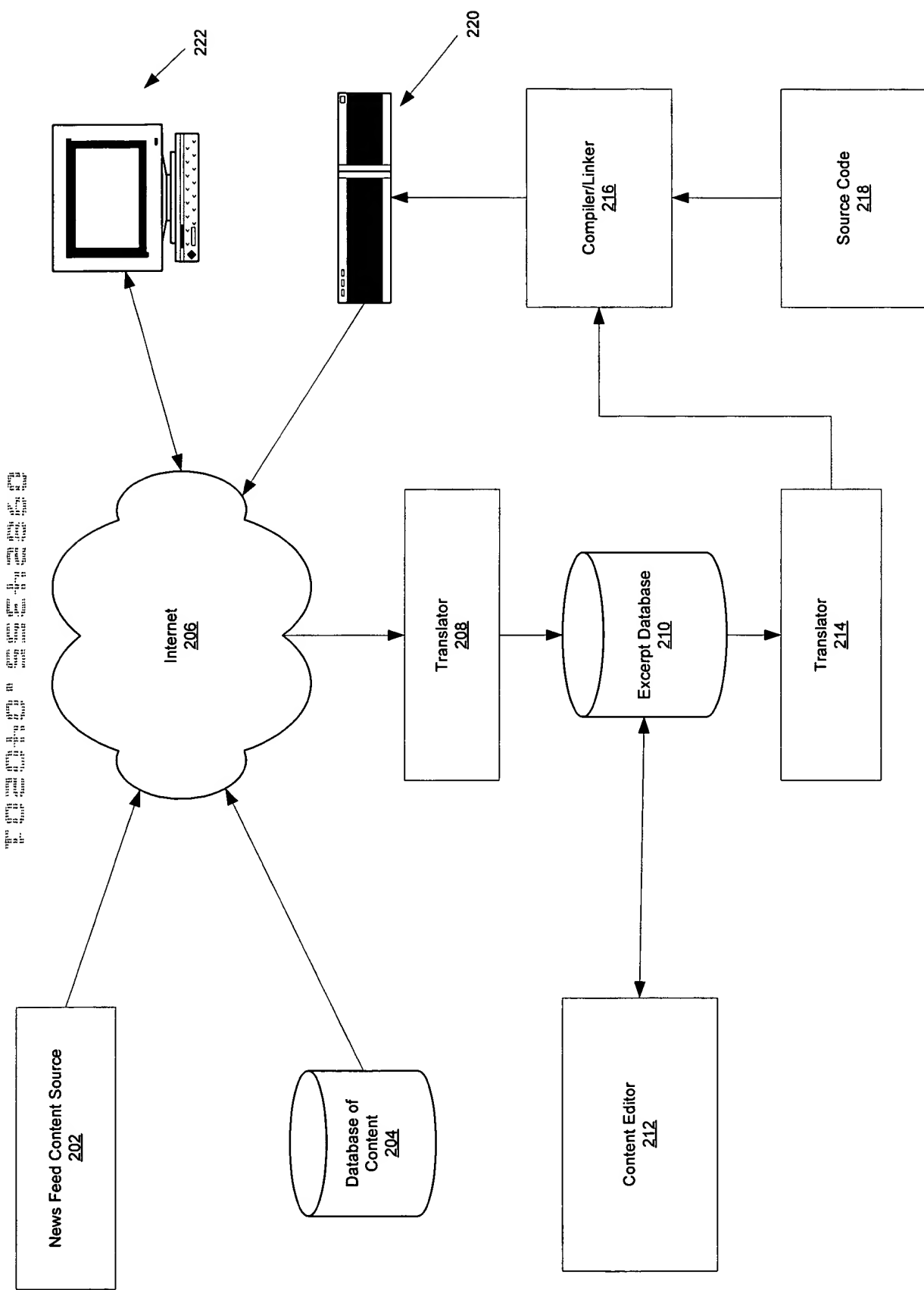


Figure 2

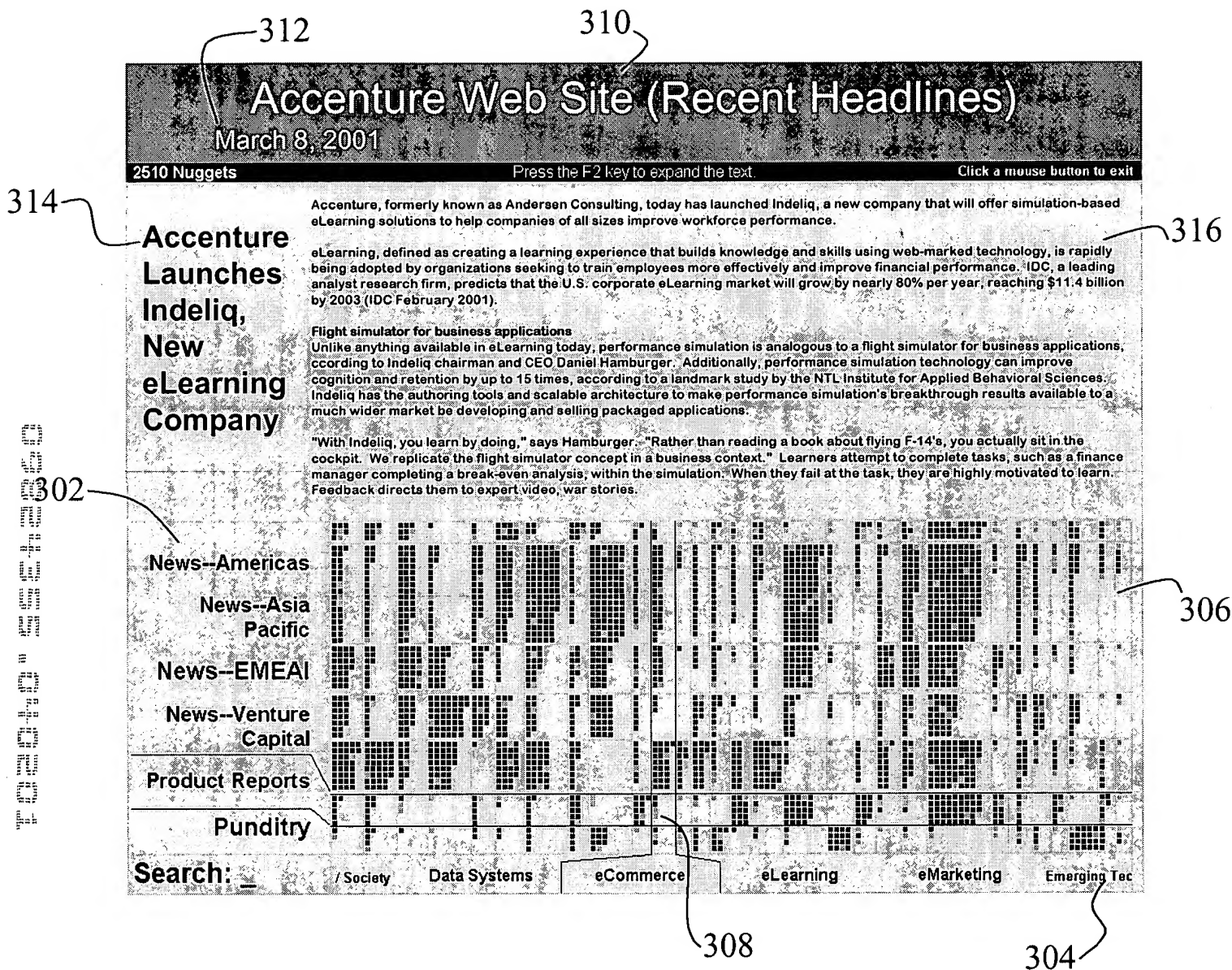


Figure 3

## Accenture Web Site (Daily Technology Watch)

2243 Matches

The Matrix works under Win95, Win98, and Win2000. It doesn't work under WinNT.

Click a mouse button to exit

### E Ink- Electronic Paper and coffee cup displays

If you are like us, you've always been impressed with those coffee mugs whose designs change when you pour in hot coffee. If you haven't seen them before, imagine an unassuming white coffee mug that, when filled, suddenly reveals a clever message like, "Didn't expect to see this appear, did you?" or maybe a vertical line that shortens as you empty your mug. This technology is revolutionary, and is widely applicable in other markets such as teacups and soup bowl displays. As exciting as it is however, it's not the end point of technological development for coffee mug displays. E Ink, based in Cambridge, Massachusetts, believes its unique, paper-thin *ELE*ctronic displays could be used in everything from point-of-sale posters that update remotely, to low power pager and PDA displays, to pages in *ELE*ctronic books, to expressive wallpaper and (of course) coffee mugs.

E Ink's technology, called Immedia, is quite literally *ELE*ctronic ink. If you were to look at it in a bottle, it would look more or less like normal ink, except that there would be millions of microcapsules floating in it (according to the company, if you printed this sentence with *ELE*ctronic ink, the period at the end would contain 30 microcapsules). Each capsule contains dye and pigment chips that react to *ELE*ctric charges. Basically, if you spread the liquid over a surface and then apply a charge to it, the pigmented chips either rise to the surface creating a white pixel (although they're not really pixels in the sense we're accustomed to), or they hide behind the dye and the pixel appears black. One of the key benefits of using *ELE*ctronic ink is the minimal power requirement. They powered the demonstration sign we saw with one 9 volt battery, and when the battery was detached, the characters remained on the screen, and apparently would for the duration of about two weeks. The company's first products are point-of-sale retail signs that allow one, two, or three lines of text, depending on the model. Users can alter the text on the signs, whether a single one or a bevy of signs spread out over the country, by submitting the message to E Ink on their website. The company sends the submitting message to all your displays at once by messaging a pager attached to each.

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Figure 4

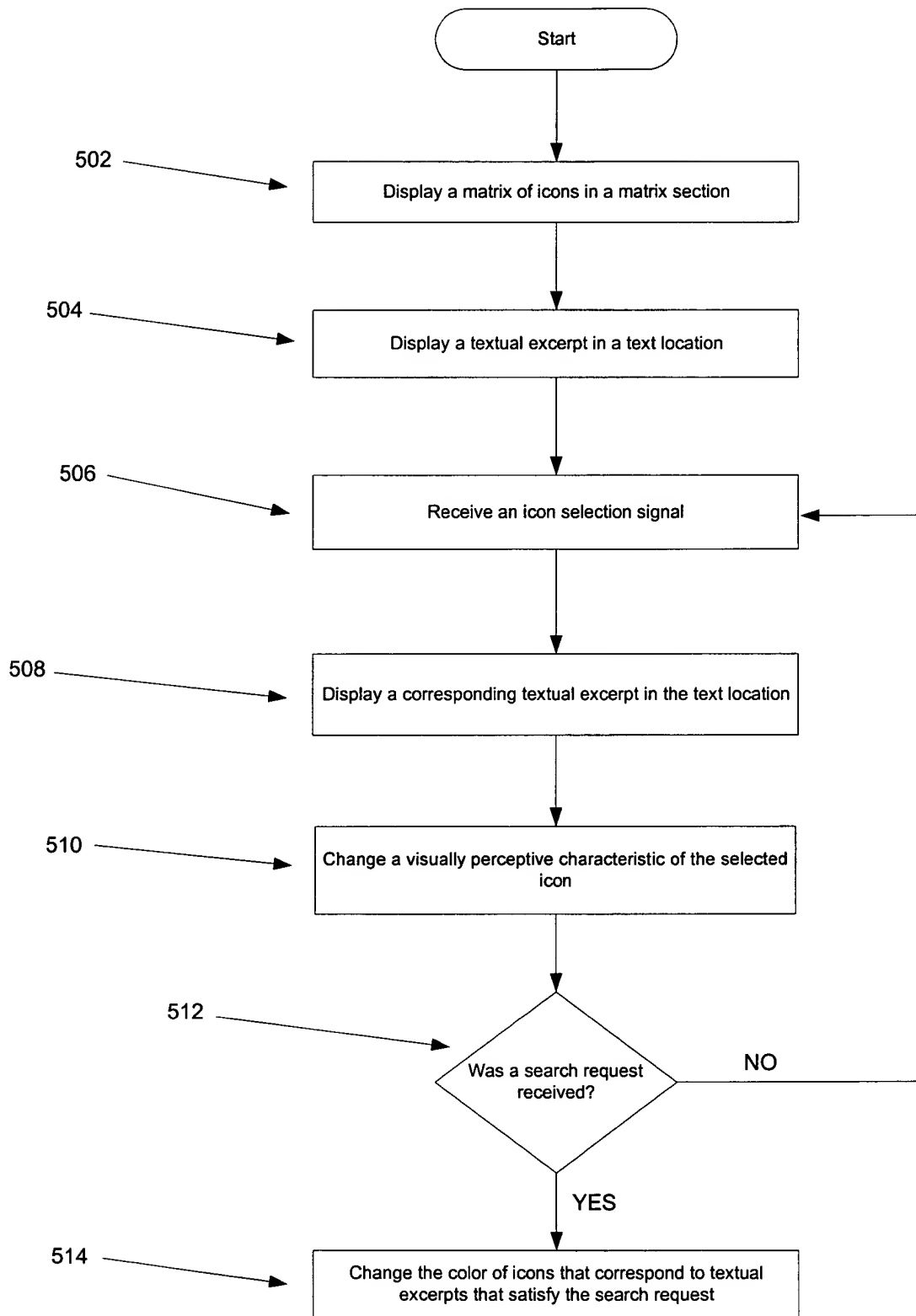
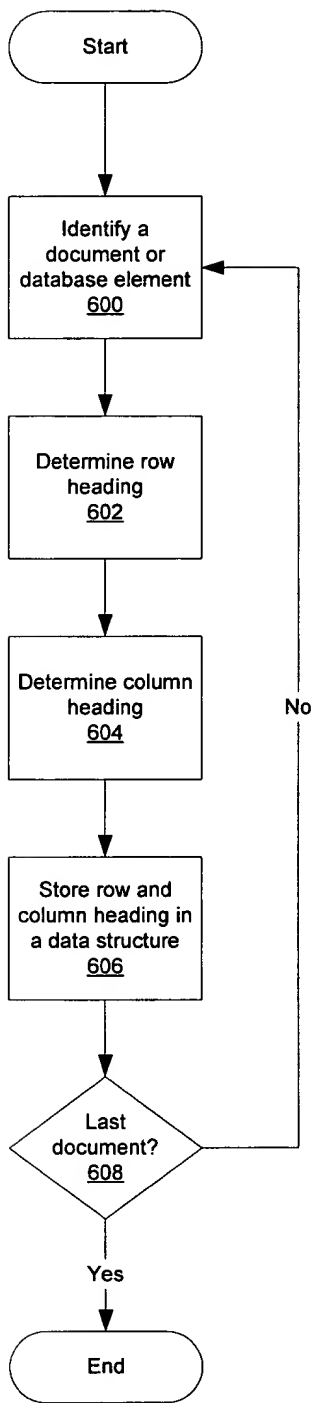
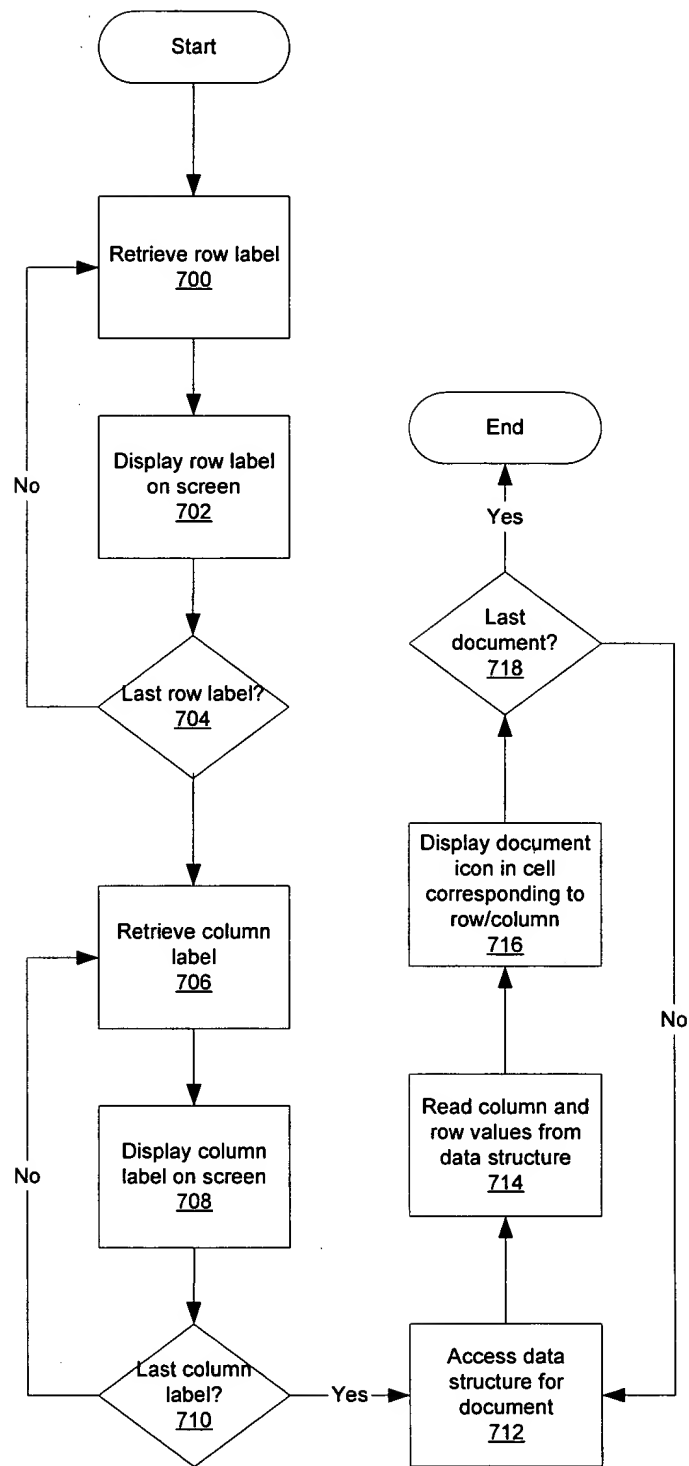


Figure 5



**Figure 6**



**Figure 7**